



INFLUENTIAL LEADERS

INFLUENTIAL LEADERS IN SAN DIEGO

CONSTRUCTION

Adam Robinson

As founder of RAF Pacifica Group, Robinson is spearheading growth in the niche market of creative industrial spaces, which offer more office space than traditional warehouses, so companies can house both their administrative staff and warehouse in one location.

Robinson started his career in real estate and development when he was 18, making a deal with his mother to buy and rent out an industrial building she owned that was sitting idle, and got hooked on this line of business early on. He had no money to put down, so he talked her into allowing him to pay her back with rent money.

Once he finished college, he worked in real estate for 10 years as a broker, before co-founding a property management firm. He started RAF in 2015, after he observed many industrial tenants moving out of their facilities because they needed more office space. His projects incorporate creative office aesthetics and amenities, along with highly functional and

state-of-the-art industrial space.

Robinson expected growth would be fast, so when he began the company, he recruited more staff than it actually needed initially, and is proud of how much they have achieved.

“We knew we were going to grow at a rate that wouldn’t be sustainable unless we already had an experienced team in place, and wanted to alleviate some of those growing pains,” he said. “We are not just co-workers, we are a tribe of deeply motivated individuals that have become family.”

The market for industrial space is trending toward locations that are close to core urban areas, since consumers want faster delivery and so companies look for strategically located facilities. Robinson noted that there’s also a demand for live/work/play environments, with millennials and others preferring walkable communities, which is why mixed-use projects are in demand now.

RAF has completed industrial projects in San Marcos and Carlsbad, and is working on a mixed-use project in Solano Beach, as well as several creative industrial spaces around the county that add up to more than 1 million square feet of



FOUNDER/PRINCIPAL

RAF Pacifica Group

space in development.

The Solano Beach project will have a mix of restaurants, apartments, retail and office spaces, and will be close to the Coaster train station.

“This new transit-oriented development will play a role in improving the economic vitality of the region by attracting both new residents and businesses to the area,” Robinson said

— Padma Nagappan